

PRINT+PROMO

OUR MISSION

To listen to your marketing needs and goals in order to create a customized branding and lead generation plan targeting our responsive audience of distributors using the right message through the right channel – print, online, email, eLearning, social and face-to-face events.

PRINT+PROMO Is Your Media Partner

PRINT+PROMO enables your advertising to influence more decision makers at more distributorships, trade printers and manufacturing facilities whether it is through print or digital advertising to a webinar sponsorship, we will find the right fit for you to connect to our engaged audience of over 121,000+ buying and selling professionals.

PRINT+PROMO Marketing, our new premium publication, reaches more than 40,000 subscribers, 1,400 of the largest suppliers of forms, labels, direct mail, promotional products, commercial printing and equipment. Targeting distributors/brokers within the \$200 billion print industry, PRINT+PROMO Marketing takes a cutting-edge approach to covering what matters most to industry professionals. Each issue of PRINT+PROMO Marketing is designed to help you protect legacy print revenue, and expand and grow new revenue streams. Topics range from sales strategies, supply chain partnerships and management development, to manufacturing, safety regulations and product trends.

And don't forget your online resources. Our website and weekly e-newsletter complement PRINT+PROMO Marketing magazine, allowing you the ability to search through more than 300,000 promotional products on our free product search database on goprintandpromo.com.

Thank you for your interest in PRINT+PROMO. We look forward to helping you reach your marketing goals for 2023.



Jim Harvie
Publisher



"We at Team Concept have often advertised in PRINT+PROMO with great success. This effort has proven unmatched by other resources we have used."

*Anthony Rouse
President, CEO
Team Concept Printing*

PRINT+PROMO MARKETING MAGAZINE



PRINT+PROMO and our sister brand *Promo Marketing* are excited to announce the launch of a new monthly premium print publication, *PRINT+PROMO Marketing*. Uniting *Promo Marketing*, the leading source for the latest products and news in the promotional products industry, with *PRINT+PROMO*, the leading business strategy resource for print and promo distributors, provides a single platform to highlight the convergence these markets have experienced and outline key benefits and opportunities for selling both print and promo.

Print & Promo Marketing will provide distributors in both markets with information on emerging trends, new revenue opportunities, business and marketing advice and, of course, the latest and greatest products available to sell.

Fast Stat:
Reach more than 40,000 Distributor Sales Professionals with each issue

GOPRINTANDPROMO.COM



The website created for distributors – where advertisers get results. Whether you want impressions or clicks, actions or leads, brand awareness or “all of the above,” online advertising opportunities on goprintandpromo.com add tremendous value.

PROMO MARKETING PRODUCT SEARCH



Promo Marketing Search is the free online product search platform for distributor salespeople.

Fast Stat:
30,796 active distributor members searching for YOUR products



2022 TOP DISTRIBUTORS
Big numbers, big surprises and more from a bounceback year

\$7.50 AUGUST 2022

E-NEWSLETTERS

PRINT+PROMO THE PRESS

The Press reaches 10,000 qualified opt-in distributors. Providing tips and industry news, e-newsletters are the perfect medium to deliver brand or lead-generation advertising.

Fast Stat:
Reach 10,000+ opt-in distributor sales professionals each week

POWER MEETINGS



Power Meetings provide you with a captive, qualified audience to educate and sell your products. Attendees are left with a lasting impression and relationship with your products and company.

E-LEARNING



Webinar sponsorships offer premier lead-generation and branding opportunities. Every webinar is a full-service marketing solution that offers direct interaction with distributor attendees.

MARKETING SERVICES



Let us act as an extension of your marketing team. Services include video, data append, social media marketing and so much more.

Superior Editorial

Editorial with a Mission

Most distributors sell within the categories of forms, labels and tags, commercial printing, direct mail and promotional products. PRINT+PROMO Marketing's coverage touches on all of these areas, all vertical markets, and much more. The magazine delivers the latest industry news and information distributors need to succeed, be effective and profitable. PRINT+PROMO Marketing also provides the most referenced buyer's guide in the industry, every December. It includes the most sought-after industry information for distributors of printed and promo products. Advertising in this issue keeps your company's products and services on customers' minds all year long.

Special Coverage

Up-to-date news coverage and in-depth marketplace analysis, plus annual features, such as the Top 50 Suppliers, Top 50 Distributors rankings and the comprehensive State of the Industry Report, make PRINT+PROMO Marketing a must-read. Distributors will uncover important resources on marketing strategies, sales tips and new printing technologies by thumbing through the magazine, visiting our website and viewing our e-newsletter.

UpFront

PRINT+PROMO Marketing provides monthly coverage of the latest industry developments, new product launches, innovative marketing solutions and tips for boosting sales.

Free Promotional Product Search Powered by



Our product search engine is a free online product search platform for distributor salespeople.

User Profile

46,000 active user members*

Product Search Advertising

1 Product Placement

Net Rate: \$3,000/yr

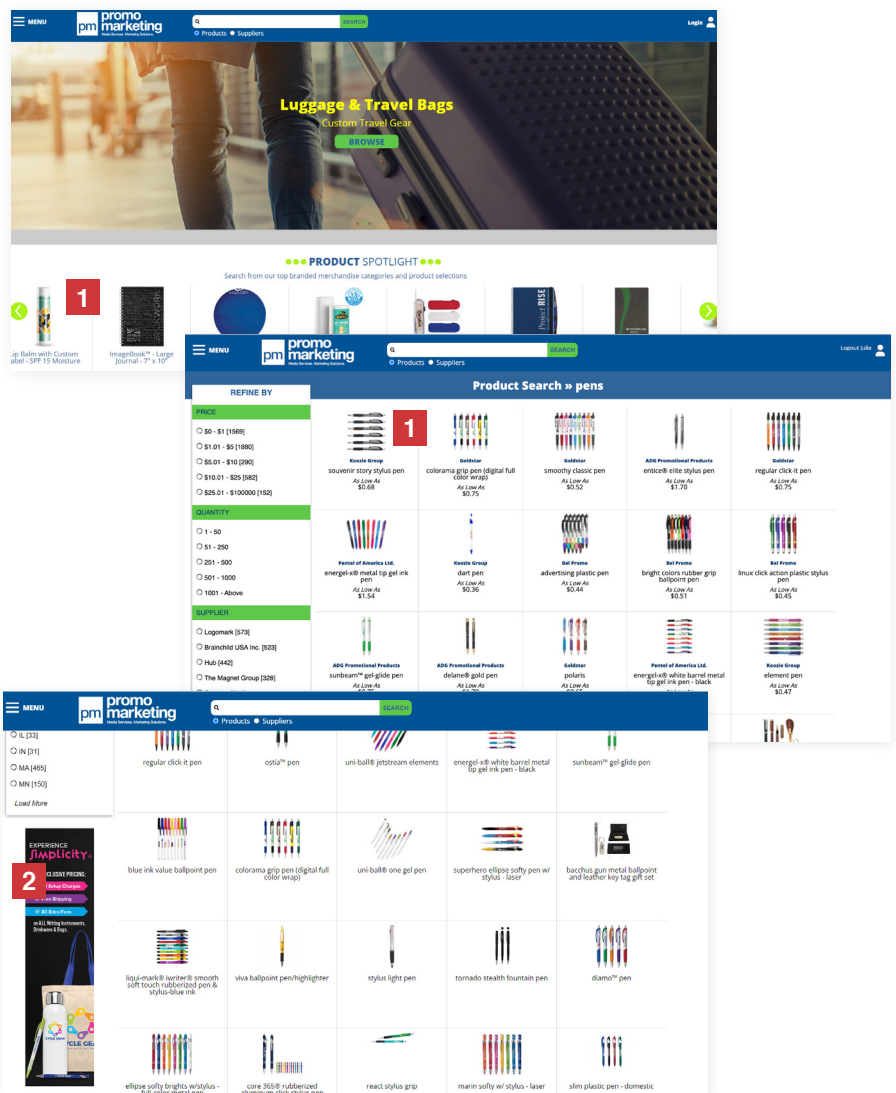
When a distributor conducts a search in your product category, your products will appear on the first page of search results.

2 Product Search Banners**

Net Rate: \$2,700/yr

(160 x 600 pixels)

As distributors search in your sponsored product category, your Product Search Banner will be featured on the search results page.



Added-Value Opportunities

Advertise in PRINT+PROMO Marketing and take advantage of an unparalleled added-value program. From lead-generation opportunities and direct mail, to marketing studies and added impressions, PRINT+PROMO Marketing provides a total marketing package.

Market Research Assistance

As a qualified advertiser, PRINT+PROMO will coordinate any third-party research necessary to give you the best competitive edge on your marketing, including customized surveys developed to answer questions specific to your company.

Bonus Distribution

Advertise in PRINT+PROMO Marketing and your sales message will be showcased at the industry's most important trade shows and conferences, such as P2P Technology + Innovation Summit, SGIA Expo and Graph Expo.

Editorial Support

Give your company a competitive advantage by sending our editorial team news about new products and services and other business developments. We'll publish the information to keep the industry up-to-date on your organization.

Direct Mail Lists and E-mail Lists

PRINT+PROMO Marketing makes available its exclusive

and confidential mailing list and email list to reinforce your advertising and sales efforts.

Custom Opportunities

Bellybands, gatefolds, inserts and cover stickers are just some of the unique ways PRINT+PROMO Marketing can help design an exciting way to gain extra exposure during industry trade shows and conferences. Your message will be the first one people see when they pick up an issue at industry events.

Product Showcase

Place a half-page or larger advertisement in PRINT+PROMO Marketing's December Buyer's Guide and have your product line showcased in this annual issue.

Directory Listings

Schedule your ad campaign in PRINT+PROMO Marketing and we'll make sure your company is listed in our annual Buyer's Guide issue, Top Suppliers issue and Top Distributors issue.

Rates

All Editions Effective January 1, 2023

Ad Space Units	Wide x Deep	1X	3X	6X	12X
Full Page	8.125 x 10.875	\$4,500	\$4,100	\$3,700	\$3,170
Full Page Spread	16.25 x 10.875				
1/2 Page Spread	16.25 x 4.75				
2/3 Vertical	4.625 x 10	3,800	3,650	3,170	2,790
1/2 Page Island	4.50 x 6.75	3,370	3,160	2,790	2,370
1/2 Page	3.375 x 10 or 7 x 4.75	2,915	2,685	2,420	2,045
1/3 Page	4.625 x 5 or 2.25 x 10	2,100	1,995	1,710	1,440
1/4 Page Vertical	3.25 x 4.875	1,845	1,680	1,545	1,260
1/6 Page Vertical	2.25 x 4.50	1,370	1,300	1,170	990
1/8 Page Vertical	2.25 x 3				
Back Cover*		6,000	5,500	5,100	4,700
Inside Front*		5,700	5,200	4,900	4,500
Inside Back*		5,300	5,100	4,700	4,200
Full Page Insert					

* Includes up to four-color process and bleed

PRINT+PROMO Marketing Magazine

New Monthly Premium Print Publication
PRINT+PROMO Marketing magazine



Your valued resource for your marketing message

Promo Marketing Magazine, the leading source for the latest products and news in the promotional products industry unites with PRINT+PROMO, the leading business strategy resource for print and promo distributors. This premium magazine provides a single platform to highlight the convergence these markets have experienced and outline key benefits, opportunities, and strategies for selling both print and promo. With an increased circulation 40,000 distributor readers a month, this is an excellent opportunity for you to showcase your brand, product, or services.

PRINT+PROMO Marketing will provide you with an expanded audience for your products and services.

As a valued partner, here are the benefits you can expect from *PRINT+PROMO Marketing magazine*

- Increased circulation of distributor readers to 40,000 each month
- Thought-provoking and award-winning business strategy information for the distributor owner and sales professional
- The latest product trends and case studies for industry verticals
- Insights and advice from well-known industry professionals
- Expanded coverage of our annual top distributors, top suppliers, and top CSRs lists.

Resources and Strategies for the Distributor Community



2022 TOP DISTRIBUTORS

Big numbers, big surprises and more from a bounceback year

\$7.50
AUGUST 2022

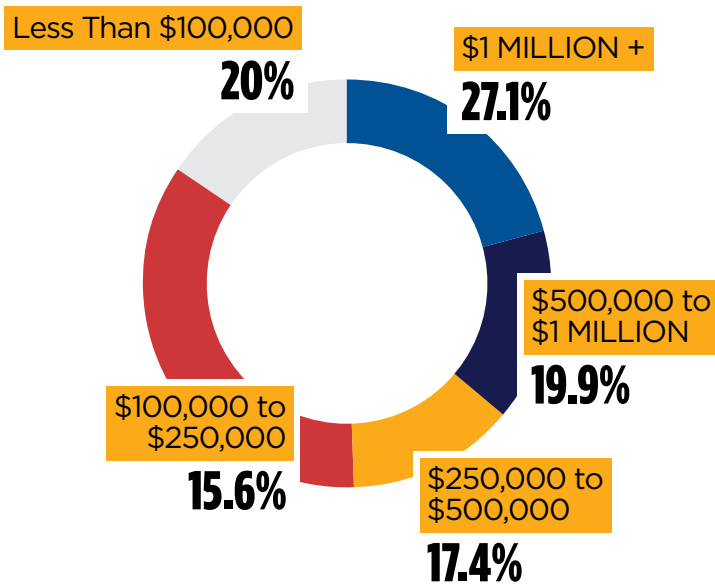
Superior Market Coverage

**40,000
Subscribers**

PRINT+PROMO Marketing will provide you with an expanded audience for your products and services in a premium publication like no other.
Emerging trends, superior editorial coverage, new revenue opportunities, business and marketing strategies along with the greatest products available to sell!

PERSONAL SALES VOLUME

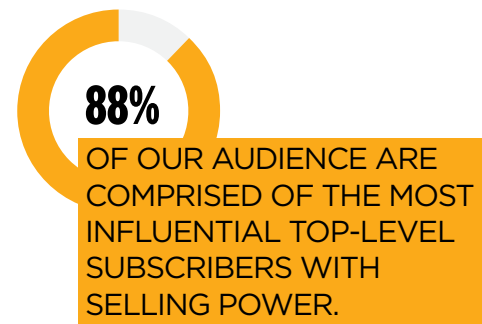
The PRINT+PROMO Marketing audience is made up of a diverse group of businesses and sales volumes; product and advertisements reach a full range of budgetary needs.



PRIMARY BUSINESS



PRINT+PROMO Marketing magazine reaches top-level decision makers. Your advertising message is read by more than 40,000 subscribers who have buying power—executives involved in the purchasing of your products.



JOB FUNCTION

Business Management

- CEOs
- Vice Presidents
- Presidents
- General Managers
- Corporate Officers

Sales Management

- VP of Sales
- Account Executives

Marketing/Sales

- CMOs
- Marketing Managers

PRINT+PROMO Marketing is the go-to source for print and promo distributor sales professionals primarily within the Top 50 Distributor businesses.

Magazine Editorial Calendar

MONTH	FEATURED LONGFORM	FEATURES	BUSINESS STRATEGIES	SECTIONS
JANUARY Ad Close: Jan. 3, 2023 Materials Due: Jan. 6, 2023	<ul style="list-style-type: none"> The Sweet Spot – Successfully Tapping Into Key Vertical Markets 	<ul style="list-style-type: none"> Print Feature: Tags & Labels Promo Feature: New Products for 2023 Apparel Feature: Athletic & Performance 	<ul style="list-style-type: none"> New Rules for Sales Presentations (In-Person or Virtual) 	<ul style="list-style-type: none"> Hot List: Brochures, Umbrellas, Tumblers, Writing Instruments, Audio Accessories, Caps & Headwear, Signs & Door Hangers
FEBRUARY Ad Close: Jan. 27, 2023 Materials Due: Feb. 1, 2023	<ul style="list-style-type: none"> Staffing Handbook – Practical Tips on Attracting and Retaining Talent, Building Company Culture, What Employees Want in a Leader and More 	<ul style="list-style-type: none"> Print Feature: Jumbo Rolls Promo Feature: Totes & Bags Apparel Feature: T-shirts 	<ul style="list-style-type: none"> Using Referrals to Get More Business 	<ul style="list-style-type: none"> Hot List: Drinkware, Stickers & Decals, USA-Made, Memos & Note Pads, Spa & Relaxation, Name Tags & Buttons, Napkins
MARCH Ad Close: March 1, 2023 Materials Due: March 6, 2023	<ul style="list-style-type: none"> Women in Print and Promo – Female Professionals Talk Accomplishments, Challenges and Why They Love This Industry 	<ul style="list-style-type: none"> Print Feature: Security Printing Promo Feature: Premium Brands 	<ul style="list-style-type: none"> Selling Versus Servicing: How to Better Manage Your Time 	<ul style="list-style-type: none"> Hot List: Candy & Mints, Safety, Cups, Laptop Bags, Sunglasses, Wearable Tech, Plastic Cards
APRIL Ad Close: March 31, 2023 Materials Due: April 5, 2023	<ul style="list-style-type: none"> State of the Industry Report 	<ul style="list-style-type: none"> Print Feature: Packaging Promo Feature: Tech Items Apparel Feature: 2023 Style Guide 	<ul style="list-style-type: none"> The Ins and Outs of Search Engine Marketing 	<ul style="list-style-type: none"> Hot List: Outdoor Products, Keytags & Keyrings, Beverage Insulators, Desk Accessories, Lotion & Sunblock, Magnets, Towels & Robes, Promo Tags
MAY Ad Close: April 28, 2023 Materials Due: May 3, 2023	<ul style="list-style-type: none"> Mergers & Acquisitions – Navigating the Current Landscape and Preparing For the Future 	<ul style="list-style-type: none"> Print Feature: Direct Mail Promo Feature: Drinkware Apparel Feature: Polos & Business Casual 	<ul style="list-style-type: none"> A Playbook for Video Marketing Wins 	<ul style="list-style-type: none"> Hot List: Journals & Notebooks, Coolers, Snacks & Gift Baskets, Phone & Tablet, Backpacks & Duffels, Laser Cut Sheets & Unit Sets
JUNE Ad Close: May 30, 2023 Materials Due: June 2, 2023	<ul style="list-style-type: none"> The Ultimate Guide to Social Media Vol. 3 – Get Connected and Learn How to Use Social for New Customer Development 	<ul style="list-style-type: none"> Print Feature: Tax Forms Promo Feature: Sports, Tailgating & Outdoor Products Apparel Feature: Caps & Headwear 	<ul style="list-style-type: none"> How to Master Uncomfortable Conversations With Clients 	<ul style="list-style-type: none"> Hot List: Calendars, Sports Apparel & Uniforms, Sports Bottles, Lunch Bags, Wine Accessories, T-shirts, Wrapping & Gift Packaging
JULY Ad Close: June 28, 2023 Materials Due: July 5, 2023	<ul style="list-style-type: none"> Topic TBD 	<ul style="list-style-type: none"> Print Feature: Presentation Folders & Brochures Promo Feature: Writing Instruments Apparel Feature: Socks & Footwear 	<ul style="list-style-type: none"> Choosing the Right Decorator for the Job 	<ul style="list-style-type: none"> Hot List: Tech & Audio, Automotive, Glassware & Barware, Backpacks, Fleece & Outdoor Apparel, Labels
AUGUST Ad Close: July 28, 2023 Materials Due: Aug. 2, 2023	<ul style="list-style-type: none"> Top Print and Promotional Products Distributors – With Interviews From the Top 	<ul style="list-style-type: none"> Print Feature: Wide-Format Printing Promo Feature: 4th Quarter Selling Guide Apparel Feature: Women's Apparel 	<ul style="list-style-type: none"> Top Printing Technologies Used in Promo (and Why It Pays to Know Your Stuff) 	<ul style="list-style-type: none"> Hot List: Chocolate, Blankets, Watches & Jewelry, Planners, Rugged & Safety Apparel, Greeting & Holiday Cards
SEPTEMBER Ad Close: Aug. 28, 2023 Materials Due: Aug. 31, 2023	<ul style="list-style-type: none"> Meet Your CSR All-Stars – The Best and Brightest at Reducing Client Friction and Keeping Projects Organized 	<ul style="list-style-type: none"> Print Feature: Pressure Seal Promo Feature: Holiday & Seasonal Apparel Feature: Outerwear & Jackets 	<ul style="list-style-type: none"> Supplier Perspective: Don't Make These Common Order Mistakes 	<ul style="list-style-type: none"> Hot List: Flags/Banners/Mats, Hand Sanitizer, Luggage & Travel, Coffee Accessories, Cookies & Baked Goods, Writing Instruments
OCTOBER Ad Close: Sept. 28, 2023 Materials Due: Oct. 3, 2023	<ul style="list-style-type: none"> Top Print and Promotional Products Suppliers – With Interviews from the Top Supplier Excellence Awards 	<ul style="list-style-type: none"> Print Feature: Continuous Forms Promo Feature: Food Promotions Apparel Feature: 2024 Apparel Trends 	<ul style="list-style-type: none"> Proven Ways to Keep Your Customers Coming Back 	<ul style="list-style-type: none"> Hot List: Awards, Caps & Headwear, Badges & Badge Holders, Lip Balm, Kitchen & Household, Drinkware, Business Cards
NOVEMBER/ DECEMBER Ad Close: Nov. 27, 2023 Materials Due: Nov. 30, 2023	<ul style="list-style-type: none"> ANNUAL BUYER'S GUIDE 			

Live Events

RESULTS-DRIVEN BUYER EVENTS FOR A-LIST DISTRIBUTORS AND SUPPLIERS

NETWORK. ENGAGE. DISCOVER.



Created for the industry’s elite, Promo Marketing Power Meetings and Power House are exclusive relationship-building events. The conference format features pre-scheduled, one-on-one sessions between distributors and suppliers. Each meeting session is held in an exclusive supplier suite, securing privacy and improving business opportunities. Discover more benefits of attending as a distributor or supplier.

Your participation in Power Meeting Events includes:

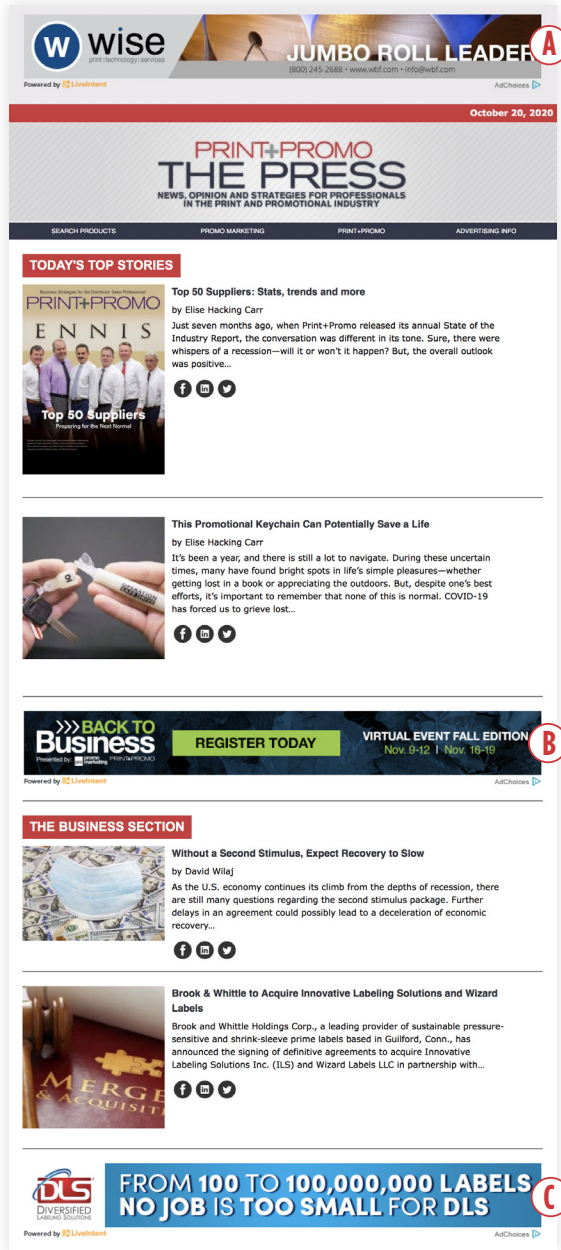
- An upscale, one-bedroom suite for three nights
- All meals and entry to networking events
- Transportation to and from the meeting resort

Check out what your peers have to say...

“ THE PROMO MARKETING GROUP’S POWER MEETINGS ARE SIMPLY THE BEST OF ALL SUCH MEETINGS IN OUR INDUSTRY. THE PACING OF MEETINGS, THE FLEX TIME, AND THE OVERALL QUALITY OF ATTENDEES IS SUPERB. IN TERMS OF STAYING ON TOP OF TRENDS AND FORGING PERSONAL RELATIONSHIPS, THERE IS NO BETTER TIME SPENT. UNLIKE THE MEGA EVENTS, THE FOCUSED ATTENTION BETWEEN SUPPLIER AND DISTRIBUTOR IS REALLY PRODUCTIVE. I AM ALREADY SENDING SOME GREAT NEW IDEAS TO MY CLIENTS AND PROSPECTS THAT WILL GIVE ME AN EDGE.”

— John King, LogoMotions

PRINT+PROMO e-Media Opportunities: Your Goal is Our Mission



E-Newsletter Advertising

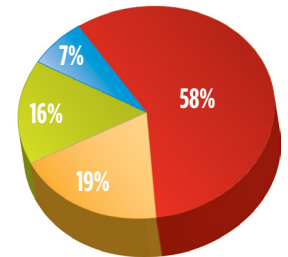
Reach print distributors and suppliers who receive The Press every week.

- Exclusive features, industry news and events throughout the year
- 100% of subscribers are print suppliers or print distributors/brokers
- Reaching 10,000 opt-in subscribers on a weekly basis

Reaching top-level subscribers+

- Business Management **58%**
- Sales Staff **19%**
- Marketing/Sales Management **16%**
- Production Management **7%**

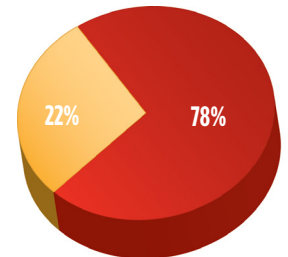
+Publisher's Own Data



A concentration in the distributor market+

- Distributors/Print Brokers **78%**
- Suppliers/Trade Printers/Print Brokers **22%**

+Publisher's Own Data



E-Newsletter Weekly Rates:

- (A) Lead Sponsor (728 x 90) \$995**
- (B) Secondary Sponsor (728 x 90) \$795**
- (C) Supporting Sponsor (728 x 90) \$625**
- (D) Exclusive "Roadblock" Sponsor. \$1,750**

Advertiser controls all (D) spots

Specifications:

- All e-newsletter ad units should be GIF, JPEG, PNG or text (no Flash/Rich Media)
- Third-party ad tags accepted: Re-directs and 1x1 tracking pixels only
- Maximum file size: 40k
- Resolution: 72 dpi

Text Ad Specifications:

- 50-75 words (approximately 350 characters) with a 50-character bold headline
- 120 x 90 pixels logo (GIF, JPEG or PNG)
- Ads typically appear in Arial, 10-point type

Website Advertising

Monthly Rates:	3 months	6 months	12 months
Leaderboard \$1,250 \$1,150 \$990 (728 x 90 pixels)			
Medium Rectangle \$775 \$775 \$695 (300 x 250 pixels)			
Prestitial \$1,670 (640 x 480 pixels)			

*All banner-ads are run-of-site.

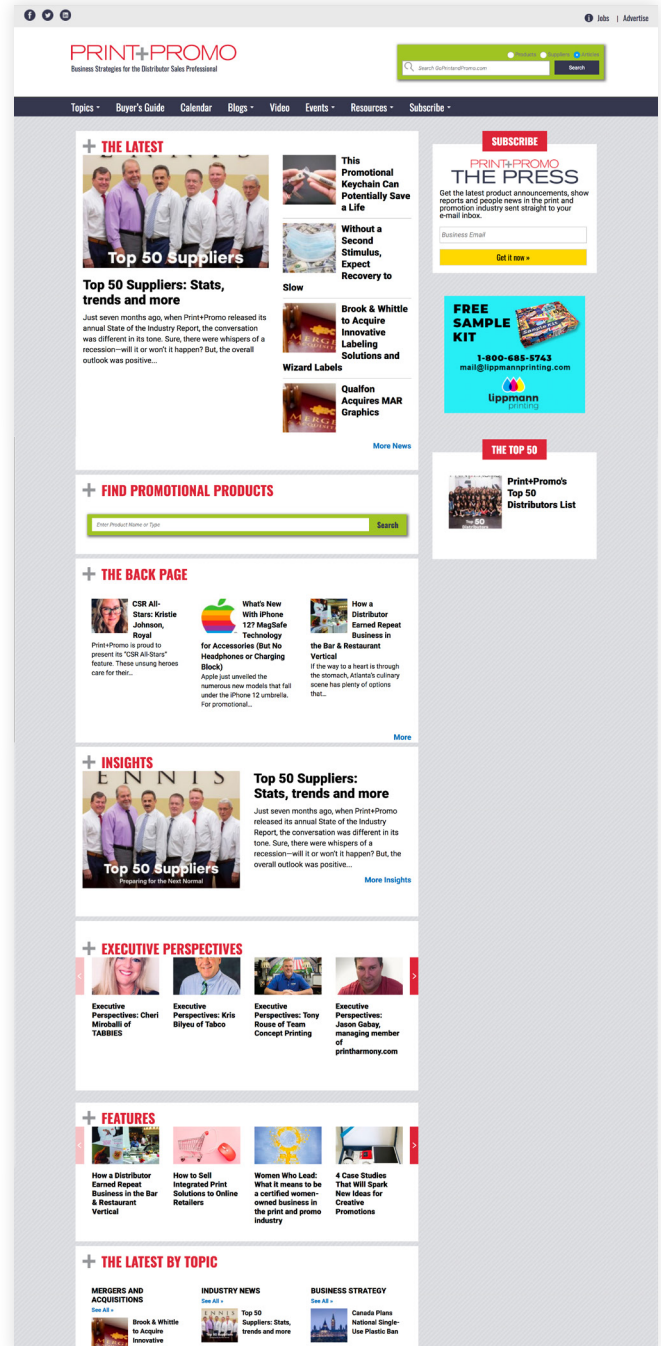
(Impressions limited to once per week, per visitor)

All rates are net per month. Leaderboard position rotates among up to five (5) total advertisers. Rectangle banner ads rotate among five (5) positions and may include up to five (5) total advertisers.

- Industry Centers featuring comprehensive content from around the web
- Relevant content recommendations based on what others are viewing, e-mailing and discussing
- Links to additional information on similar topics, companies and people mentioned
- Receive daily or weekly leads from qualified prospects by adding your white paper, case study or other asset, organized by category
- The annual Buyer's Guide of available products and services

Website Specifications:

- Accepted formats: GIF, JPEG, PNG, HTML and other Rich Media
- All major third-party ad serving accepted
- Frames and looping restrictions: Maximum four frames with three loops
- Contact your advertising sales representative for a complete guide to website advertising creative



Webinars

Turn Hard-to-Reach Business Prospects into Guaranteed Sales Leads with Webinars from PRINT+PROMO, Promo Marketing and the Printing Impressions Publishing Group (PIPG).

Every PRINT+PROMO webinar is a full-service, turnkey marketing solution that offers sponsors the unique opportunity to interact with and educate target audiences from across the subscriber bases of PRINT+PROMO Marketing, In-Plant Graphics, packagePRINTING and Printing Impressions.

A Webinar Sponsorship is an Easy, Effective Way to:

- **Generate Sales Leads:**
 - > Market directly to all PIPG subscribers – magazine and e-newsletter
 - > Or, direct a targeted message to a customized subset of these subscribers
 - > Every registrant (collected pre-event and during the 90-day, on-demand period) becomes your sales lead
- **Enhance Your Brand:**
 - > Go beyond “traditional” marketing channels
 - > Tie your company to something interactive, and to PIPG’s highly respected industry editorial offerings
 - > Gain exposure for your brand during the month of pre-event promotion, the actual live webinar and the 90-day archival period
- **Realize a Return on Your Investment:** The amount invested in a webinar sponsorship is minimal compared to the revenue such an opportunity can generate

Contact your PRINT+PROMO sales representative for pricing and availability.

Custom Video

Need high-quality videos?

Bring your brand to life and interact with customers and prospects in a whole new way.

Using video gives the first-person experience, and that's the next best thing to a customer standing right in front of you. From branded product videos and live-streaming to the trade show floor, our end-to-end digital video production services offer a sophisticated blend of creativity and insight to help you enhance your company's dialogue in the marketplace.

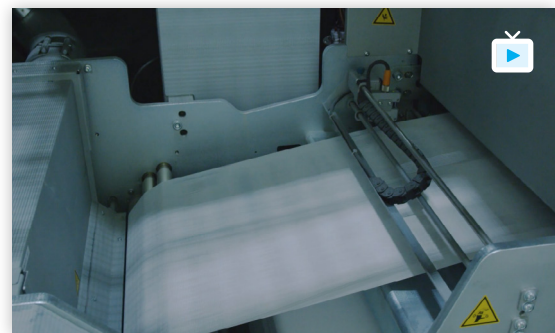
Services Include:

- > Video production, from pre- to post-production. Our capabilities include producing, writing, storyboarding, cinematography, editing, sound design and motion graphics.
- > Encoding, streaming and delivery.
- > Social media and optimized online video strategy to determine the life and interactivity of your video after the final cut.

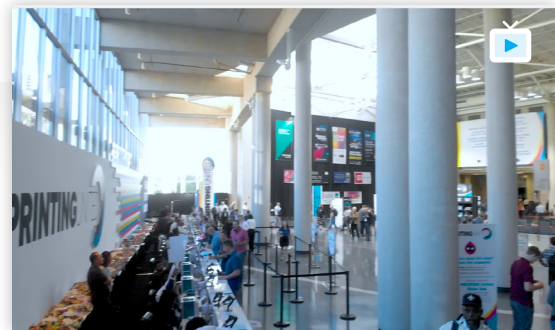


Categories:

- > Product Videos
- > Testimonials
- > Trade Show Videos
- > Company Profiles
- > Training Videos
- > And so Much More!



SEE MORE EXAMPLES AT NAPCOVIDEO.COM



Mechanical & Digital Specifications

General Rate Policy

Orders are subject to change in rates upon notice. Advertisers may cancel or amend schedules at the time any change in rate becomes effective, without incurring a short-rate adjustment, provided the contract has been followed up to the date of cancellation.

Rate Holder Information

- Rates are effective as of January 1, 2021. All business under current contracts will be protected for the duration of the contract.
- Orders accepted at these rates for up to five consecutive issues beyond one closed.
- Rates are discounted on frequency of insertion.
- Minimum rate holder, 1/4 page.

Prices are subject to change.

Position Policy

The Publisher guarantees no position request unless contracted for at premium rate and assumes no responsibility if position differs from request; nor does the Publisher assume responsibility if coupons of two advertisements back each other in an issue. The Publisher reserves the right to reject or cancel any advertisement for any reason at any time.

Combination Frequency Rates

Advertisers of rate holder space or larger are permitted to combine advertising space purchased on other publications—Printing Impressions, packagePRINTING, In-Plant Graphics—to earn greater frequency discounts.

Commissions and Terms of Payment

Terms are net 30 days. Any account not paid within 30 days will be subject to a service charge of 1 1/2% per month. 15% commission on space to recognized agencies only on invoices paid within 30 days. No

commission on production charges. Payment for any advertising shall be due and payable at the Publisher's office: 1500 Spring Garden Street, Suite 1200, Philadelphia, PA 19130-4094.

Short Rates and Credits

Advertisers will be short-rated if they do not use the number of insertions contracted for a 12-month period upon which their frequency discount was based. Advertisers will receive a credit if they run sufficient insertions to earn a lower rate.

Cancellations

No cancellations will be accepted after closing.

General Regulations and Policies

All copy subject to approval. The Publisher reserves the right to reject or cancel any advertisement for any reason at any time. Advertisements which, in the Publisher's opinion, give the illusion of editorial material will carry the word "Advertisement."

In consideration of PRINT+PROMO Marketing's acceptance of such advertisements for publication, the agency and the advertiser will indemnify and save harmless PRINT+PROMO Marketing and its officers, employees and agents against all loss, liability, damage and expense of whatsoever nature arising out of copying, printing or publishing of its advertisement including, without limitation, reasonable attorney's fees resulting from claims or suits for libel, violation of rights or privacy, plagiarism and copyright and trademark infringement.

All insertion agreements (insertion orders) shall be governed by the laws of the Commonwealth of Pennsylvania. Claims arising in connection with said agreement, or its performance by either party, may be decided by and in the state and federal courts sitting in the Commonwealth of Pennsylvania. The advertiser and the advertising agency are jointly and severally liable for payment. The advertiser agrees to submit to the personal jurisdiction of such courts as an inducement and consideration for the Publisher's acceptance of the order.

Mechanical Specifications

Printed, web offset, SWOP standards, with perfect binding

Trim Size: 8 1/8" w x 10 7/8" h

Bleed Size: 8 3/8" x 11 1/8"

Spread Trim: 16 1/4" x 10 7/8" S

pread with Bleed: 16 1/2" x 11 1/8"

Keep live matter 3/8" inside trim including gutter trim for spread ad. (approx. total live area: 7 3/8" x 10 1/8")

Digital Specifications/PDF File Requirements

PDF/X1-a is the required file format for PRINT+PROMO. Sending your display ad as a PDF/X1-a protects the integrity of your ad file and ensures that it will print properly.

PRINT+PROMO Marketing is now using a web based ad portal called **SendMyAd** for display ad submission. It is easy to use and can be accessed using a standard web browser on any computer, anywhere in the world.

Just use one of the following browsers: Firefox 3.0 (or higher), Safari 3.0 (or higher), or Internet Explorer 7 (or higher). You will also need Adobe Flash Player 9 (or higher). With **SendMyAd** your display ad materials can be uploaded, preflighted, approved and delivered to us all within minutes. Advertisers can access the portal by logging on to <https://napco.sendmyad.com> to setup your account. Upon logging in you will be asked to set up a username and password. This account can be used for any publication using the **SendMyAd portal**.

Please send all print display ad materials to the **SendMyAd portal**, NOT to the publication production manager. Simply log on to <https://napco.sendmyad.com> to setup your account and upload/approve your print ad. Please upload your ad to the **SendMyAd portal** as a PDF/X-1a file created with Acrobat Distiller 7.0 or higher using the instructions provided on <http://printprofessionalmag.com/productionspecs>. If you need assistance please do not hesitate to call the Production Manager at the number below.

Please Note:

- Scanned images for both display and marketplace ads must be high resolution (minimum 200 dpi), saved as CMYK (no RGB or JPEG graphics) as a TIFF or EPS.
- All fonts must be embedded in the PDF and be Type 1 or 3 - No Truetype.
- Bleeds must be .1250" outside trim
- All PDFs must be high res/press optimized (PDF/X-1a Compliant)
- Files must be Right Reading, Portrait Mode only 100% size, no rotations.
- If color is critical please provide us with a composite SWOP-certified color proof (with color bars) and send to the production manager at the address below. To see a list of SWOP-certified proofs we accept, please visit <http://www.swop.org/certification/certmfg.asp>. We cannot grant makegoods for poor color reproduction unless a SWOP-certified color proof is supplied with your digital file.
- Ad files must be uploaded to the SendMyAd portal. Log on to <https://napco.sendmyad.com>. Call the Production Manager at the number below if you have questions.

Please Note: Advertisers or Ad Agencies that do not comply with these specifications and/or procedures waive all claims to make-goods or refunds and hold harmless PRINT+PROMO Marketing in any and all production disputes.

Send advertising materials (pre-paid) and insertion orders to: Advertising Material and Insertion Orders
Send all insertion orders, contracts and contract proofs, plainly marked "Advertising Material," prepaid to: PRINT+PROMO Marketing, North American Publishing Co., Production Manager 1500 Spring Garden Street, Suite 1200, Philadelphia, PA 19130-4094

Any questions regarding ad materials should be directed to: Production Manager at (215) 238-5300, Production Fax: (215) 238-5297, Sales Fax: (215) 238-5457 Shipping Inserts: See Insert Specifications and Insert Shipping Instructions.

Insert Specifications

Publication Trim: 8 1/8" w x 10 7/8" h

Minimum insert size: 4 3/4" w x 6" h (binding edge)

Maximum insert size: 8 3/8" w x 11 1/8" h which will trim to 8 1/8" x 10 7/8" in the book. All inserts jog to foot and require an additional 1/8" foot and gutter trim. Place any vertical perforation 1/2" from the spine edge.

Inserts with perforations must be reviewed with a production manager prior to manufacturing of the unit. Keep live copy 3/8" within the final trim.

NOTE: Insert spine dimension must be larger than the dimension of the width. Inserts not furnished to these standards will incur additional production charges.

Regional or demographic quantities must be confirmed with production manager.

Approx. total live area: 7 3/8" w x 10 1/8" h for maximum size inserts. Quantity for full run inserts: please contact the PRINT+PROMO Marketing production manager at (215) 238-5300.

Minimum stock: 60# text.

Maximum stock: 10 pt.

Please send six copies of the insert to:

Production Manager, PRINT+PROMO Marketing, North American Publishing Co.,
1500 Spring Garden Street, 12th Floor
Philadelphia, PA 19130-4094.

Four-page inserts must be supplied folded and within the sizes indicated above. Review inserts greater than four pages; or with unusual shapes, folds or die cuts with a production representative.

Advertisers or ad agencies that do not comply with the above insert specifications and/or procedures waive all claims to makegoods or refunds and hold harmless PRINT+PROMO Marketing in any and all production disputes.

Advertisers or agencies may also incur additional production charges if they do not comply with the above insert specifications and/or procedures.

The USPS has set strict standards regarding size, weight, content and/or formatting of inserts, onserts and outserts that will qualify for periodicals rate postage with a periodicals-class magazine.

Some examples of items that will not qualify include, but are not limited to, items that are considered to be product samples or items that include the word 'catalog'. Because of the scrutiny the USPS applies to every insert it is important that you supply us in advance with an actual sample of the item you wish to insert into our magazine so that we may have it evaluated for USPS compliance. If a printed sample is not available you may provide a dummy of the item.

Additional postage will be assessed and passed along to you if you do not provide a sample or dummy in advance for USPS compliance evaluation and the insert is later deemed by the USPS to be non-compliant with periodicals-class requirements."

Please call the Production office at (215) 238-5300 if there are any questions.

Insert Shipping Instructions

Ship inserts pre-paid to: LSC COMMUNICATIONS, 3401 Heartland Drive, Liberty, MO 64068-3376
Attention: Kaye Baty (816.792.6343).

Deliveries accepted 8:00 a.m. to 3:30 p.m., Monday through Friday.

Please do not ship materials more than 90 days in advance of issue.

Inserts must arrive at the printer at least 7 days prior to publication bind date. Please check with the production manager for specific dates.

Inserts should be shipped prepaid, in cartons, on skids (only 1 version per skid allowed), and clearly marked PRINT+PROMO Marketing. Include issue date, quantity in each carton, plus the total number of cartons on skids being delivered. Cartons may not exceed 40lbs. Cartons weighing over 40lbs. could incur additional costs for repackaging. Affix a sample of the insert to the outside of each carton. Clearly indicate if shipping multiple inserts for multiple issues. Pack two-page inserts in cartons, facing the same direction. Four-page or greater inserts, or inserts of an unusual shape, fold or die cut, must be discussed with the production manager at (215) 238-5300. Additional charges will be incurred if insert packing does not meet specific requirements.

Issuance and Close Dates

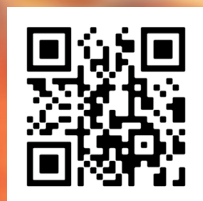
Published 12 times per year. Refer to editorial calendar for space reservation and material due dates. Ad copy required by the first of one month preceding the month of the issue. No cancellations accepted after closing date. Mailed the fifteenth day of the month of issue.

SAVE

THE DATE

OCTOBER 18-20, 2023

ATLANTA, GA



**GET NOTIFIED
WHEN 2023
REGISTRATION OPENS**

PRINT+PROMO

Read by more print distributors and print
brokers than any other industry publication.

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